

MECS ENGAGES THE FANS AT THE ATLANTA MERCEDES BENZ STADIUM WITH A DYNAMIC PROMOTIONAL DISPLAY

When Atlanta's Mercedes Benz Stadium Needed a Seamless Promotional Display Installed, They Turned to MECS

Atlanta's Mercedes Benz Stadium needed both data and power to make their newest fan-interaction display a success. The outdoor display, designed to bring fans closer to their favorite players, would feature eight skeleton case pillars and three Mercedes Benz vehicles. One of the many uses of the 86-inch LG monitor displays on the pillars would be to project life-sized images of players that fans could stand next to and take pictures.

To bring the display to life, the stadium faced a challenge: The displays were located at a far enough distance from any major data and power source that it could cause a problem. How would they provide both data and power to all eight pillars and the accompanying vehicles?

Smart Solutions Help Power Stadium Display Technology

The stadium's event marketing partner, Czarnowski, turned to MECS to provide technical expertise in bringing the displays to life, while maintaining a positive look and feel of the pillar-vehicle area. Derek Montgomery of MECS used the knowledge gained from a previous job which required installing digital turnstiles at all gates in the Mercedes Benz Stadium for ticketing.



Proper install and environment for electronics: The plan from MECS included the relocation of the fiber cable and the network switch that the displays depend on for data connection. They were previously installed in a high-voltage cabinet that was not designed for electronic equipment. MECS provided and installed a climate-controlled enclosure and moved the fiber as well as the switch to the new enclosure, which will extend the life of this critical element of the project.



In lieu of trenching, create a more efficient power source: MECS made a recommendation to change the initial plan of trenching from a long distance to bring power to the outer area where the pillars were located. This change allowed MECS to utilize a nearby power panel to run a conduit along a nearby fence for data and power. This also provided all the necessary data and power hookups which made it more aesthetically pleasing in a cost-efficient manner.



Power for both pillars and vehicles: The next issue with the project was that the pillars needed one type of power and the vehicles needed another. MECS devised a way to power the vehicles through the pillars, removing the need for a separate, more complex setup. MECS' plan included a new method that allowed for the proper distribution of the power to the pillars and vehicles.



"Derek (of MECS) was a strong resource we could rely on," said Brayden Stolfe, account manager at Czarnowski. "He saved us time and the stress of making sure we powered the pillar area properly, serving as a true partner to ensure the installation was 100 percent successful."



A Stress-Free Installation of Advanced Outdoor Stadium Display Technology

After the customer communicated the vision for the promotional area that features the pillars and Mercedes Benz vehicles, MECS provided the planning and layout for the necessary data and electrical power. The firm also provided the equipment, supplies, and installation which allowed Mercedes Benz Stadium to have the proper network and power in the pillar area. MECS' timely completion of the project in only three days was just in time for crowd interaction for all upcoming games.

What makes MECS a strong partner for any client is the firm's ability to design and implement the vision of a customer in a stress-free manner.

